

**NCR** **total**  
**system**

**AN INCREDIBLY SIMPLE APPROACH TO BETTER RETAIL MANAGEMENT**



## Total information for retailers

Control! That's the big benefit you get from NCR's Total System. It's the kind of control that adds up to bigger profits. You get detailed reports that pinpoint merchandise sales and, equally important, merchandise investments. You can also get reports which classify your tax liability, sales by salespeople as well as a complete income report. And you can automate your accounts receivable procedures. This includes statement preparation plus a combination trial balance and age analysis report. NCR's new system provides the kind of information you've always wanted, but have never been able to justify because of the high clerical expense.

NCR's New System begins as transactions take place. For many retailers, all transactions are handled on the cash register. Others may prefer to record such things as markups, markdowns, bank deposits, depreciation, etc. on back office equipment. With either method of recording transactions, data is instantly converted to computer media.

Final processing is done at a NCR Data Processing Center. Your transactions are electronically sorted, merged and finalized in report form. The reports are then returned to you quickly for management action. NCR's New System is your answer for more detailed business information. It's a system that takes the "keeping" out of recordkeeping and places office equipment on a new plateau . . . as input to a Total System.

Now, let's take a look at the timely and meaningful reports you'll receive with this system . . .





## Defined inventories simplify merchandising problems

If you're using a cost inventory method, NCR's New Total System provides up to 800 classifications. Imagine! You can now have a current picture of each merchandise classification in your store. You'll buy more effectively – and sell more profitably.

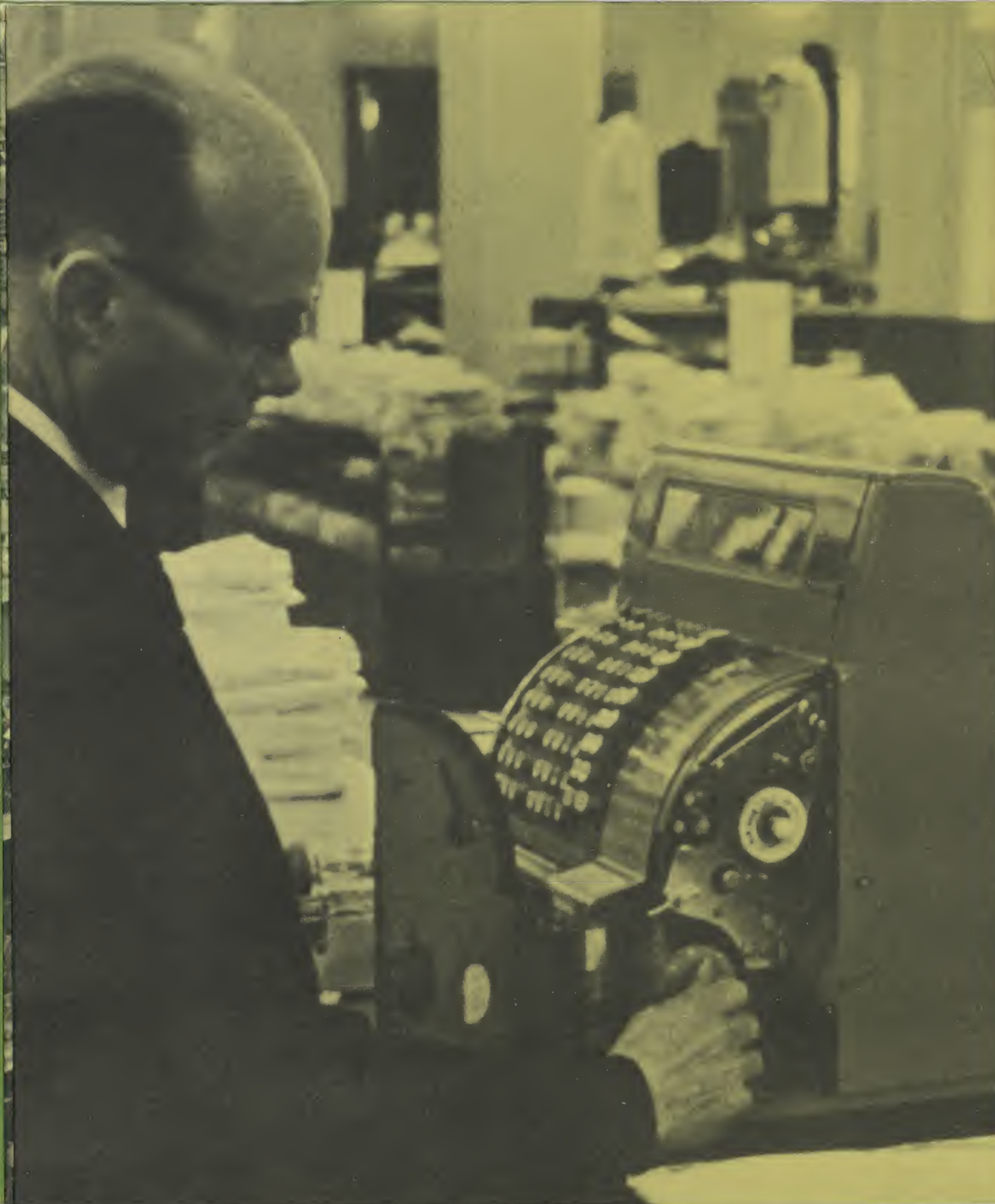
You will know each merchandise classification's percentage of total sales. Also, its gross profit. You will know how each classification is moving. And you'll be able to compare stock turns with inventory changes. Think of it! A detailed profile of your entire merchandise inventory every reporting period.

NCR's New Total System divides your inventory into easily managed classifications. You can now have the recordkeeping advantages enjoyed by your larger competitors. All these benefits and more can be yours. Or, perhaps you prefer a retail inventory method. Well, that's available too. The retail inventory report is shown on the following page . . .



# COST INVENTORY MANAGEMENT REPORT

CLASS DEPT	SALES RETAIL	% SALES	GROSS PROFIT	G.P. %	ANL. INV. TURNRATE	# MOS. INV. O.H.	OPEN INV. AT COST	PURCHASES AT COST	SALES AT COST	CLOSE INV. AT COST	INV CHNGE AT COST
1	2,440.00	24.6	732.00	30.0	3.6	3.3	6,400.00	980.00	1,708.00	5,672.00	728.00 -
2	400.00	4.0	124.00	31.0	1.4	8.8	2,200.00	500.00	276.00	2,424.00	224.00
3	800.00	8.0	232.00	29.0	3.5	3.4	1,520.00	960.00	568.00	1,912.00	392.00
4	100.00	1.0	28.00	28.0	4.1	2.9	280.00	.00	72.00	208.00	72.00 -
5	50.00	.5	16.00	32.0	4.3	2.8	130.00	.00	34.00	96.00	34.00 -
6	450.00	4.5	144.00	32.0	1.1	10.7	3,200.00	375.00	306.00	3,269.00	69.00
7	920.00	9.2	322.00	35.0	3.4	3.5	1,870.00	810.00	598.00	2,082.00	212.00
8	960.00	9.6	384.00	40.0	4.1	2.9	1,720.00	520.00	576.00	1,664.00	56.00 -
9	100.00	1.0	39.00	39.0	3.2	3.8	200.00	90.00	61.00	229.00	29.00
10	200.00	2.0	62.00	31.0	3.8	3.2	400.00	175.00	138.00	437.00	37.00
11	300.00	3.0	99.00	33.0	3.9	3.1	690.00	130.00	201.00	619.00	71.00 -
12	150.00	1.5	48.00	32.0	3.4	3.5	310.00	145.00	102.00	353.00	43.00
13	50.00	.5	17.00	34.0	3.0	4.0	90.00	75.00	33.00	132.00	42.00
14	750.00	7.5	285.00	38.0	7.1	1.7	900.00	350.00	465.00	785.00	115.00 -
15	1,850.00	18.6	666.00	36.0	8.0	1.5	2,060.00	910.00	1,184.00	1,786.00	274.00 -
16	250.00	2.5	105.00	42.0	3.2	3.7	500.00	175.00	145.00	530.00	30.00
17	200.00	2.0	60.00	30.0	3.3	3.6	480.00	160.00	140.00	500.00	20.00
	9,970.00	100.0	3,363.00	33.7	3.5	3.4	22,950.00	6,355.00	6,607.00	22,698.00	252.00 -



**Inventory  
+ Knowledge  
+ Merchandising  
= Profit**

With NCR's retail inventory method, you can divide your inventory into 800 classifications. In addition to knowing your gross profit by percentage and dollars, you will also know the margins being maintained in each classification. Inventory at cost and retail will also be at your finger tips as well as total markdowns for each classification.

The reports will also help you to maintain balanced inventories. You can compare each classification's percentage of total sales with its corresponding percentage of total inventory investment. And then take appropriate action to correct out-of-balance conditions.

NCR's New Total System for retailers sub-divides the inventory problem. It makes small problems out of big ones. You gain more management control which leads to increased profits.

# RETAIL INVENTORY MANAGEMENT REPORT

DEPT	SALES	% SALES TO TOTAL	GROSS PROFIT	MAINT MARGIN %	MOS INV ON HAND	ADDITIONS COST	RETAIL	MARK DOWNS	END INV COST	END INV RETAIL	% INV TO TOTAL
11	2,440.00	24.6	856.00	35.0	3.6	980.00	1,508.00	—	5,796.00	8,918.00	25.9
12	400.00	4.0	103.00	31.0	8.7	500.00	725.00	32.00	2,403.00	3,483.00	10.1
13	800.00	8.0	232.00	29.0	3.4	960.00	1,353.00	—	1,912.00	2,695.00	7.8
14	100.00	1.0	28.00	28.0	2.9	—	—	—	208.00	289.00	.8
15	50.00	.5	16.00	32.0	2.8	—	—	—	96.00	141.00	.4
16	450.00	4.5	94.00	32.0	10.7	375.00	552.00	75.00	3,219.00	4,734.00	13.8
17	920.00	9.2	280.00	35.0	3.4	810.00	1,247.00	67.00	2,040.00	3,138.00	9.1
18	960.00	9.6	384.00	40.0	2.9	520.00	867.00	—	1,664.00	2,774.00	8.0
19	100.00	1.0	39.00	39.0	3.8	90.00	148.00	—	229.00	376.00	1.0
20	200.00	2.0	62.00	31.0	3.2	175.00	254.00	—	437.00	634.00	1.8
21	300.00	3.0	99.00	33.0	3.1	130.00	194.00	—	619.00	924.00	2.7
22	150.00	1.5	48.00	32.0	3.5	145.00	213.00	—	353.00	519.00	1.5
23	50.00	.5	17.00	34.0	4.0	75.00	114.00	—	132.00	200.00	.6
24	750.00	7.5	285.00	38.0	1.7	350.00	565.00	—	785.00	1,267.00	3.7
25	1,850.00	18.6	666.00	36.0	1.5	910.00	1,422.00	—	1,786.00	2,792.00	8.1
26	250.00	2.5	94.00	42.0	3.6	175.00	302.00	20.00	519.00	894.00	2.6
27	200.00	2.0	60.00	30.0	3.6	160.00	228.00	—	500.00	714.00	2.1
	9,970.00	100.0	3,363.00	33.7	3.5	6,355.00	9,692.00	194.00	22,698.00	34,492.00	100.0





## **A complete P & L for detailed financial analysis**

NCR's Total System provides up to 200 general ledger accounts for income and financial reporting. You simply supply the NCR Data Processing Center with the names contained in your asset and liability accounts. With a completely detailed P & L, you'll be in a stronger position to analyze your entire financial position. And take corrective action before troublesome areas become serious profit problems.

You'll notice that the P & L provides a percentage calculation for each operating account. These percentage calculations enable you to compare your operating expenses with industry-wide figures. Another feature of the P & L is the automatic calculation of Federal Income Tax. This amount is deducted to provide a net income figure.

# I N C O M E   S T A T E M E N T

	THIS PERCENTAGE	MONTH AMOUNT	TOTAL	YEAR PERCENTAGE	TO DATE AMOUNT	TOTAL
SALES	100.0		9,970.00	100.0		29,910.00
COST OF SALES						
OPENING INVENTORY		22,950.00			22,950.00	
MERCHANDISE PURCHASES		6,355.00			19,065.00	
TOTAL		29,305.00			42,015.00	
LESS CLOSING INVENTORY		22,698.00			22,698.00	
COST OF MERCHANDISE SOLD	66.3	6,607.00		64.6	19,317.00	
PLUS FREIGHT IN	1.1	106.00		1.1	330.02	
COST OF SALES	67.3		6,713.00	65.7		19,647.02
GROSS PROFIT	32.7		3,257.00	34.3		10,262.98
OPERATING EXPENSES						
SALARIES	12.6	1,254.00		12.9	3,852.42	
ADVERTISING	1.3	128.00		1.3	400.42	
DELIVERY EXPENSE	.4	44.00		.5	140.08	
SUPPLIES	1.1	107.00		1.1	327.18	
RENT	2.3	225.00		2.3	685.44	
HEAT, LIGHT, POWER	1.1	108.00		1.1	340.02	
TELEPHONE	.2	21.00		.2	65.04	
INSURANCE	.5	52.00		.5	160.10	
REPAIRS AND MAINTENANCE	.4	41.00		.4	125.10	
DEPRECIATION	1.2	119.00		1.3	375.20	
INTEREST	.2	18.00		.2	70.02	
OVER/SHORT ACCOUNT	.1	12.00		.1	40.06	
BAD ACCOUNTS	.0	3.00		.1	15.02	
TAXES	1.0	96.00		1.0	300.18	
MISCELLANEOUS	.9	91.00		.9	275.18	
TOTAL OPERATING EXPENSES	23.3		2,319.00	24.0		7,171.46
NET OPERATING INCOME	9.4		938.00	10.3		3,091.52
OTHER INCOME						
INTEREST EARNED	.1	12.00		.1	40.02	
DISCOUNTS TAKEN	.2	18.00		.2	70.02	
TOTAL OTHER INCOME	.3		30.00	.4		110.04
NET INCOME	9.7		968.00	10.7		3,201.56
LESS EST FED INCOME TAX	2.9		290.40	3.2		960.47
NET INCOME AFTER FED INC TAX	6.8		677.60	7.5		2,241.09





## **A balance sheet that reflects financial changes**

An important feature of the Total System balance sheet is the column to the left. This column notes the net change in any asset or liability account. You may also have special accounts for your major suppliers.

With a detailed balance sheet, you can scrutinize your asset and liability accounts more closely — determine your strengths and weaknesses. You will have a detailed listing of your tax liabilities. You'll know how much to withdraw or pay in dividends. And you can readily note increases or decreases in your accounts receivable. You will have the detailed information you need to make sound financial decisions.

# BALANCE SHEET

	NET AMOUNT OF CHANGE DURING PERIOD	AS OF LAST DAY OF PERIOD
ASSETS		
CURRENT ASSETS		
CASH ON HAND	349.02	2,047.06
BANK	1,124.00	6,116.56
ACCOUNTS RECEIVABLE	24.99	8,480.97
ALLOW FOR BAD ACCOUNTS	3.00CR	412.00CR
MERCHANDISE INVENTORY	252.00CR	22,698.00
TOTAL CURRENT ASSETS	1,243.01	38,930.59
PREPAID ASSETS		
PREPAID INSURANCE	52.00CR	494.00
PREPAID SUPPLIES	107.00CR	909.00
TOTAL PREPAYMENTS	159.00CR	1,403.00
FIXED ASSETS		
OFFICE EQUIPMENT	.00	3,500.00
DEPRECIATION ALLOWANCE	17.00CR	1,251.00CR
STORE FIXTURES	118.00	17,117.00
DEPRECIATION ALLOWANCE	67.00CR	11,184.00CR
DELIVERY EQUIPMENT	.00	2,200.00
DEPRECIATION ALLOWANCE	35.00CR	905.00CR
TOTAL FIXED ASSETS	1.00CR	9,477.00
TOTAL ASSETS	1,083.01	49,810.59
LIABILITIES		
CURRENT LIABILITIES		
ACCTS PAYABLE — ABC CO.	228.00	3,005.00
ACCTS PAYABLE — DUKE SUPPLY	97.00CR	2,913.00
ACCTS PAYABLE — OTHER	19.00CR	576.00
SALES TAXES PAYABLE	100.02	511.06
EXCISE TAX PAY — JEWELRY	22.67	99.01
EXCISE TAX PAY — COSMETICS	31.32	112.96
F I C A TAX PAYABLE	11.00	136.00
WITHHOLDING TAX PAYABLE	26.00	321.00
UNEMPLOYMENT TAX PAYABLE	7.00	88.00
EST FED INCOME TAX PAYABLE	290.40	960.47
TOTAL CURRENT LIABILITIES	600.41	8,722.50
LONG TERM DEBT		
NOTES PAYABLE BANK	150.00CR	9,050.00
CONTRACTS PAYABLE	45.00CR	315.00
TOTAL LONG TERM DEBT	195.00CR	9,365.00
TOTAL LIABILITIES	405.41	18,087.50
CAPITAL		
PAID IN CAPITAL	.00	25,000.00
RETAINED EARNINGS BEG. OF YEAR	.00	4,482.00
NET INCOME FOR PERIOD	677.60	2,241.09
TOTAL CAPITAL	677.60	31,723.09
TOTAL LIABILITIES AND CAPITAL	1,083.01	49,810.59





## **Salespeople sell more —when you know more**

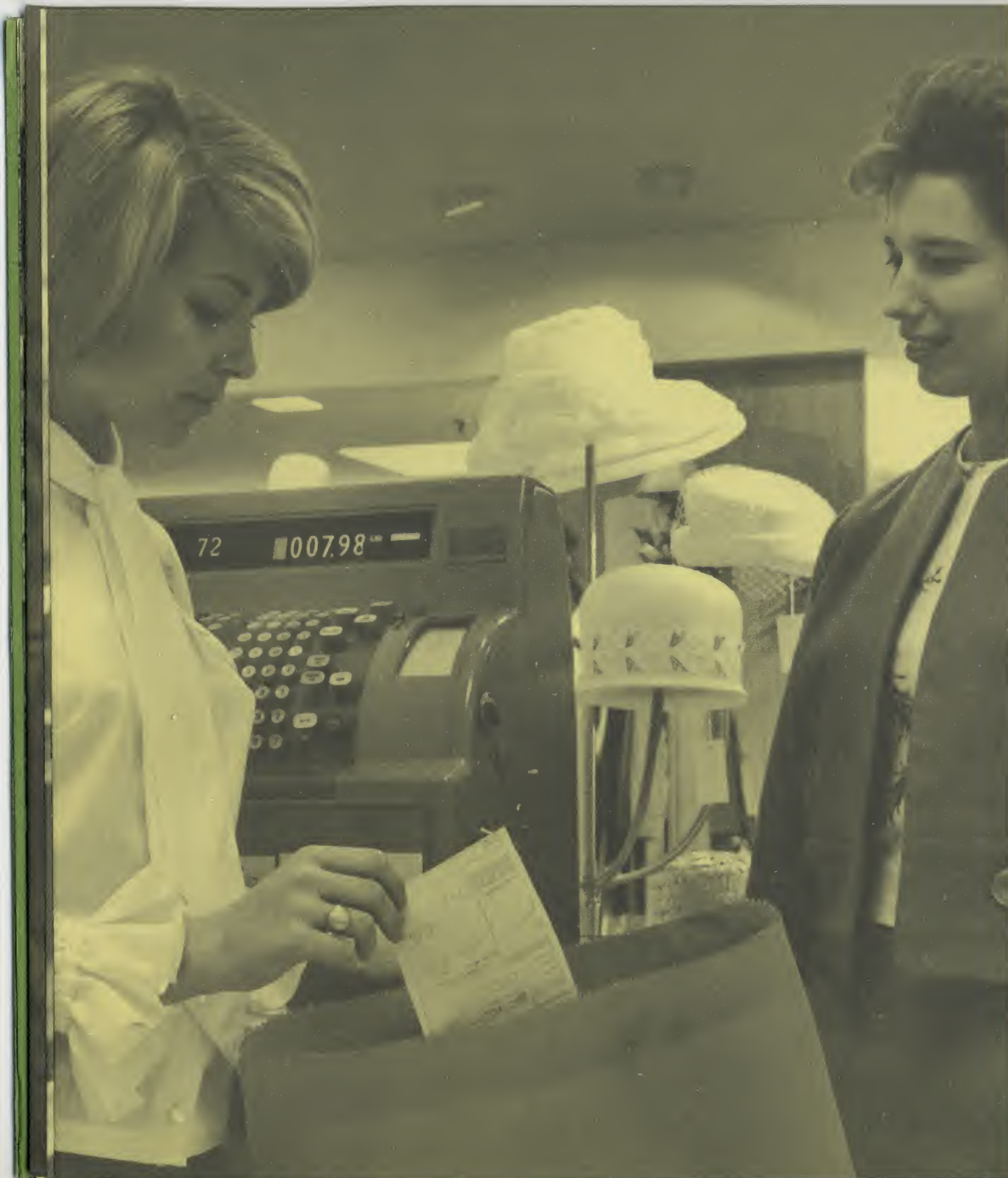
An important key to effective sales management is a statistical profile of each salesperson in your store. The report on the opposite page gives you this profile. You'll be able to evaluate each salesperson on the basis of dollar volume, number of customers served, and the average sale. This report "tells" you who is doing the best selling job.

NCR's New Total System provides sales records for up to 400 salespeople. It enables you to guide, counsel or chide each employee based on his actual sales performance. With this timely and revealing report you will build a more powerful and effective sales organization.

# SALESPERSON/S PRODUCTIVITY REPORT

CLK	SALES	TRANS	AVE	TD SALES	TD TRANS	TD AVE
087	2,372.60	504	4.65	5,273.40	1122	4.70
TOT	2,372.60	504	4.65	5,273.40	1122	4.70
287	2,710.35	600	4.52	5,944.50	1321	4.50
288	2,160.95	545	3.97	4,274.40	1096	3.90
TOT	4,871.30	1145	4.25	10,218.90	2417	4.23
290	3,624.25	1051	3.45	7,745.50	2213	3.50
291	3,130.32	612	5.11	6,224.40	1197	5.20
292	1,337.46	489	2.74	2,744.50	998	2.75
293	2,122.81	503	4.22	3,984.00	960	4.15
294	2,958.20	592	5.00	5,936.40	1164	5.10
295	3,348.10	550	6.09	6,177.05	1021	6.05
296	2,591.15	254	10.20	5,670.00	540	10.50
TOT	19,112.29	4051	4.71	38,481.85	8093	4.76
GND	26,356.19	5700	4.62	53,974.15	11632	4.64





## **Accounts Receivable Automation begins when the sale is recorded**

The high clerical costs for maintaining accounts receivable records comes to an end with NCR's Total System for accounts receivable. It ends when you record the customer's account number along with the amount of the sale or payment. From that point on, the Data Processing Center takes over.

The computer at the Center prepares your monthly statements, a complete trial balance and an age analysis report for collection follow-up or credit authorization. The Center will even mail your statements for you, or return them to you in bulk for mailing. And you have a choice of either a descriptive or non-descriptive statement.

This new approach to accounts receivable recordkeeping brings many economies. It eliminates your first-of-the-month recordkeeping lag caused by the preparation of statements. It also eliminates most of the clerical costs associated with maintaining accounts receivable records.

CUSTOMER 11264

ACCOUNTS RECEIVABLE AND AGED TRIAL BALANCE

6/28/6X

ACCOUNT NUMBER	ACCOUNT NAME	OPENING BALANCE	CURRENT CHARGES	PAYMENTS	BALANCE DUE	CURRENT	1 MO.	2 MO. & OVER	3 MOS. TO-DATE CHARGES	LAST PAYMENTS DATE	AMOUNT
126104	CHARLES BAKER	45.00	50.00	10.00	85.00	50.00	35.00		110.00	6- 5-5	10.00
357708	GEORGE GARTH 1517 WONDERLY DR. MINNEAPOLIS, MINN. 273-1053	70.00	10.00		80.00	10.00	56.00		14.00 105.00	5-17-5	35.00
510600	KATHY KELLY LANE APTS. 567 DIXON RD. MINNEAPOLIS, MINN. 806-2610	114.50	122.50		237.00	122.50		48.50 66.00 335.00		5-24-5	78.00

## STATEMENT

TAYLORS INC.  
RAWLINGS BUILDING  
MINNEAPOLIS, MINN.

ABC STORES  
DIVISION OF TAYLORS  
SOUTHTOWN CENTER  
RAWLINGS BUILDING  
1322-1360  
MINNEAPOLIS MINN  
HOURS 10AM TO 10PM

MR. HOWARD SMITH  
WASHINGTON ARMS APT 5  
4180 RUSHMORE DRIVE  
MINNEAPOLIS, MINN.

JUL 5, 196X

856306

AMOUNT  
ENCLOSED

PLEASE DETACH AND RETURN WITH REMITTANCE

DATE	DEPARTMENT	REFERENCE	AUDIT	CHARGES	PAYMENTS
6 518	BALANCE FWD		831	10.00	
6 8 7			100	5.67	10.00
61645			720	2.50	
62518			214	3.25	
JUL 5, 196X				21.42	10.00
856306	ABC STORES			11.42	
ACCOUNT	B-6007			PAY THIS AMOUNT	

NON DESCRIPTIVE STATEMENT

## STATEMENT

TAYLORS INC.  
RAWLINGS BUILDING  
MINNEAPOLIS, MINN.

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4180 RUSHMORE DRIVE  
MINNEAPOLIS, MINN.

JUL 5, 196X

856306

AMOUNT  
ENCLOSED

PLEASE DETACH AND RETURN WITH REMITTANCE

DATE	DEPARTMENT	REFERENCE	AUDIT	CHARGES	PAYMENTS
6 518	BALANCE FWD		831	10.00	
6 518	10 BOYS SHOES		831	5.00	
6 518	1260 BOYS WEAR		831	.50	
6 518	100 STATE TAX		831	.17	
6 8 7	PAYMENT		100		10.00
61645	80 SPEC FOODS		720	2.50	
62518	600 HARDWARE		214	3.15	
62518	100 STATE TAX		214	.10	
JUL 5, 196X				21.42	10.00
856306	ABC STORES			11.42	
ACCOUNT	B-6007			PAY THIS AMOUNT	

DESCRIPTIVE STATEMENT





## **Designed for, and by businessmen**

NCR's New Total System was designed for retail business by business people. After all, NCR has been closely associated with all phases of retailing for more than 80 years. For this reason, you can expect the kind of merchandise and financial information that you need in today's race for the customer's dollar.

This new system provides information that initiates action — action that builds more profitable inventories — action that reduces business expenses — and action that reduces clerical expenses in accounts receivable.

After reading this brochure, you'll want to know more about the details of this system. You will want to know how merchandise is classified for electronic data processing. How data is sent to the Data Processing Center. In short, you will want to know when this remarkable new system can be installed in your business.

To get the complete story, call your local NCR representative. He's a trained system's specialist. He will answer all your questions about NCR's New Total System . . . from the original entry to the final report.



THE NATIONAL CASH REGISTER COMPANY—DAYTON 9, OHIO